

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37602  
**Alt Order #:** 08883418  
**Product Desc:** NRSC/HELLER  
**Estimate:**  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heller - NRSC  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	24	\$24,870.00	\$21,139.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$24,870.00	\$21,139.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$24,870.00</b>	<b>\$21,139.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$24,870.00
Market	100%	\$82,900.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$20,725.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,145.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/23/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$2,100.00		0.00			
E 2	8	10/18/12	10/18/12	Thu 9-10p Person Of Interest	CM	9-10p	---T---	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00



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 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller - NRSC  
 Product Desc: NRSC/HELLER  
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/17/12	10/23/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$225.00		0.00			
E 15	8	10/17/12	10/23/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
KEELY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					1	\$275.00		0.00			
E 16	8	10/17/12	10/23/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	MTWTF--	:30	2	\$200.00	LV2	0.00	NM	2	\$400.00
EARLY S HOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$200.00		0.00			
E 17	8	10/17/12	10/23/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MTWTF--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					1	\$20.00		0.00			
													Totals	24	\$24,870.00